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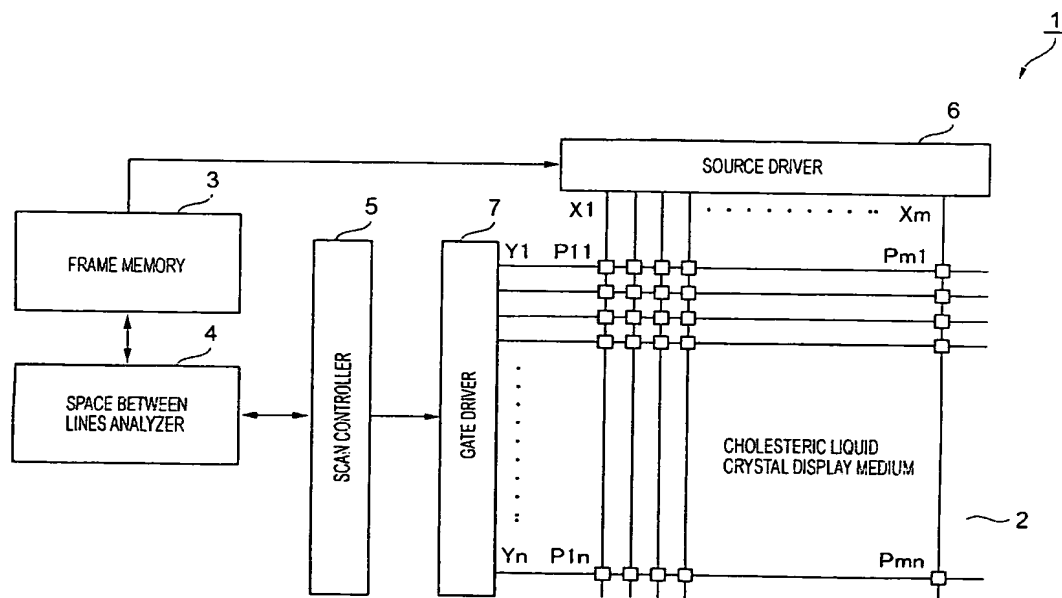
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(54) Title: CHOLESTERIC LIQUID CRYSTAL DRIVING DEVICE AND DRIVING METHOD



(57) **Abstract:** ABSTRACT A cholesteric liquid crystal driving device according to the present invention includes a first driving circuit for displaying one part of the image data to be displayed by a cholesteric liquid crystal on a first scanning line by driving the cholesteric liquid crystal on the first scanning line in accordance with first and second cycles; and a second driving circuit for displaying the other part of the image data to be displayed by a cholesteric liquid crystal on a second scanning line by driving the cholesteric liquid crystal on the second scanning line in accordance with a third or fourth cycle.



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